

ABSTRACT OF THE DISCLOSURE

An improved process for providing an individually customized fresh brewed coffee beverage on demand by a consumer, in a wide range of variety and strength. Said brewing process for making relatively large quantities of fresh brewed coffee beverages (in particular customized as to desired variety, body, character and/or strengths) as chosen by multiple individual consumers just prior to their consumption, with the system being easy to use by the consumer or other individual (i.e., restaurant wait staff) obtaining the customized beverage. Further, maintenance of the equipment requires only a small amount of personal attention by the owner/operator of the equipment.

"Delayed dilution" of a concentrated extract to provide a beverage brewing system which immediately (upon customer selection) provides selective dilution (based on individual consumer's selections) of a fresh brewed coffee extract after the extract has been allowed to brew and held as an extract before dilution. "Delayed mixing" and/or "delayed filtering" may also be utilized.